

Toyota Financial Services Sponsors 'Spirit Day' App for iPhone and Android, Mobilizing Users Against Bullying

October 10, 2012

TORRANCE, Calif., Oct. 10, 2012 – Toyota Financial Services (TFS) and the Gay & Lesbian Alliance Against Defamation ([GLAAD](#)) have teamed up to take a stand against bullying, joining hundreds of celebrities, media outlets, corporations, and organizations in doing the same. Together, the two entities launched the [“Go Purple for #SpiritDay”](#) app, available for both iPhone and Android smartphones. The TFS powered app provides users with anti-bullying resources, calls to action, and a tool that can turn photos purple. These purple photos can then be shared to Facebook, Twitter, and Instagram to show one’s support for and participation in the upcoming [Spirit Day](#) on Oct. 19.

Millions of Americans will “turn purple” for Spirit Day, raising awareness of the dangers of bullying, and showing support for lesbian, gay, bisexual, and transgender (LGBT) youth.

“Everyone at Toyota Financial Services, and across the Toyota family, is proud and excited to be a part of this year’s Spirit Day,” said Ann Bybee, TFS vice president, corporate strategy, communications & community relations. “Going purple for the day is a small but powerful way we can all show our support for those who have been bullied or who fear being bullied. It is so important to raise awareness that bullying isn’t acceptable. At Toyota, we have always embraced a guiding principle of ‘respect for people,’ which has made us the company we are today. And it is a principle that includes not only our employees and customers, but everyone, without exception.”

TFS is certainly in good company. The iconic New York Stock Exchange will light up in purple for Spirit Day, as will the LAX Pylon Lights and the JFK traffic tower. MTV Networks and Logo will turn their on-air logos purple. American Apparel will feature purple clothing items on its website. The National Basketball Association (NBA), Women’s National Basketball Association (WNBA), and many supportive celebrities, such as blogger Perez Hilton, NBA legend Shaquille O’Neal, TV icon George Takei, and talk show host Wendy Williams, will join the ranks of past Spirit Day participants Oprah Winfrey, Ellen DeGeneres, Tyra Banks, Ricky Martin, Cher, and Julianne Moore. And the list goes on; corporations including AMC Entertainment, AT&T, CNBC, Delta Air Lines, Facebook, Hewlett-Packard, McGraw-Hill, Omnicom, Warner Bros., and Yahoo! will all participate by encouraging their employees to wear purple, turning their logo purple, and/or participating through social media.

“By going purple for Spirit Day, millions of Americans are helping to send a clear message that no one should be bullied simply because of who they are,” said GLAAD President Herndon Graddick.

Supporters are encouraged to take the Spirit Day pledge at www.glaad.org/spiritday, and download the “Go Purple for #SpiritDay” app.

#